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I/WE CLAIM:

- 1. A method of optical imaging of turbid media using a plurality of discrete wavelengths in an optical imaging system, the method comprising the steps of:
 - selecting a set of chromophores for characterizing a property of the turbid media;
 - defining parameters of the system including at least a number of said discrete wavelengths, a value of each of said wavelengths, source power and detector aperture for each of said wavelengths, a choice of image algorithm and source/detector geometries, a choice of source and detector and noise characteristics;
 - fixing a value of all of said parameters except a plurality of said parameters values to be optimized;
 - determining an optimal value for each of said parameter values to be optimized as a function of a performance of the system in measuring a concentration of said chromophores in said turbid media for characterizing said property as a whole; and
 - using said optimal value for each of said parameter values in imaging said turbid media.
 - The method of claim 1 wherein said optical imaging system is selected from Time-Domain (TD) modality which generates Temporal Point Spread Functions (TPSF), and Continuous Wave (CW) modality.

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- 3. The method of claim 2, wherein said imaging is medical imaging, said highly turbid medium being body tissue and said property is physiological.
- 4. The method of claim 3, wherein said parameter values to be optimized comprise a value of each of said wavelengths.
- 5. The method of claim 4, wherein said parameter values to be optimized further comprise said number of said discrete wavelengths.
- 6. The method of claim 5, wherein said step of determining comprises fixing said number of discrete wavelengths at each of a plurality of numbers, and determining an optimized performance of the system in measuring a concentration of said chromophores in said turbid media at each of said plurality of wavelengths, and selecting one of said plurality of numbers having a best optimized performance.
- 7. The method of claim 4, wherein said step of determining an optimal value for each of said parameters comprises minimizing a condition number of a matrix of specific absorption coefficients of said chromophores as a function of wavelength.
- 8. The method of claim 5, wherein said step of determining an optimal value for each of said parameters comprises minimizing a condition number of a matrix of specific absorption coefficients of said chromophores as a function of wavelength.

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- 9. The method of claim 6, wherein said step of determining an optimal value for each of said parameters comprises minimizing a condition number of a matrix of specific absorption coefficients of said chromophores as a function of wavelength.
- 10. The method of claim 1, wherein said step of determining comprises empirically determining said performance of the system for a range of said values for each of said parameter values to be optimized.
- 11. The method of claim 3, wherein said plurality of chromophores comprise at least oxy-hemoglobin and deoxy-hemoglobin.
- 12. The method of claim 11, wherein said chromophores are water, lipids, oxy-hemoglobin and deoxy-hemoglobin.
- 13. The method of claim 11, wherein said body tissue is breast tissue.
- 14. The method of claim 11, wherein said optical imaging system is TPSF-based and wherein said number of wavelengths selected is from 2 to 4.
- 15. The method of claim 14, wherein said number is 4.
- 16. The method of claim 12, wherein said imaging system is TPSF-based and wherein values of said wavelengths are 760 nm, 780 nm, 830 nm and 850 nm.
- 17. The method of claim 1, wherein the step of determining an optimal value of said parameters to be optimized comprises:

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- deriving an inherent wavelength-dependent sensitivity to noise in calculating said chromophore concentrations, and
- determining an optimal correlation of said sensitivity and at least one other of said parameters.
- 16. The method of claim 17, wherein said imaging system is TPSF-based and wherein one of said parameters to be optimized is a distribution of an acquisition time at each of said wavelengths.
- 19. The method of claim 1, wherein said imaging system is TPSF-based and wherein one of said parameters to be optimized is a distribution of an acquisition time at each of said wavelengths.
- 20. The method of claim 19, further comprising a step of determining a minimum value for said acquisition time at which said performance of said system attains a minimum threshold value.
- 21. The method of claim 1, wherein one of said parameters to be optimized is at least one of said source power and said detector aperture for each of said wavelengths.
- 22. The method of claim 21 wherein said imaging system is TPSF-based, further comprising a step of determining a minimum value for an acquisition time at which said performance of said system attains a minimum threshold value.